

**2022 Broadcast EEO Program Report  
 WRHC Broadcasting Corp. and Fenix Broadcasting Corp.  
 Employment Unit: Stations WRHC(AM) and WWFE(AM)**

**2022 FCC EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the period 9/22/21 to 9/21/22**

- 1) Employment Unit: WWFE(AM) and WRHC(AM)**
- 2) Unit Members (Stations and Communities of License):  
 WWFE(AM), Fenix Broadcasting Corp., Miami, Florida  
 WRHC(AM), WRHC Broadcasting Corp., Coral Gables, Florida**
- 3) EEO Contact Information for Unit Member:  
 Ana Vidal Rodriguez, Vice-President, 330 SW 27 Ave. Suite 207, Miami, FL. 33135  
 305-541-3300 x 214 anavidal@lapoderosa.com**
- 4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.**

**Job Title**

**Recruitment Source Referring Hiree**

- 4.1 Board Operator (2 positions filled) Miami Media School (1), Industry Referral (1)**
- 4.2 On Air Personality (2 positions filled) Industry Referral (2)**
- 4.3 Receptionist (2 positions filled) Industry Referral (2)**

**5.1-) Board Operator (2 positions) Referral Source of Hiree: Miami Media School (1), Industry Referral (1)**

<u>Source</u>	<u># referred</u>	<u>Requested Notification</u>
New Professions Technical Institute 4000 W. Flagler St. Miami, FL. 33134 Tel: (305) 461-2223/ X 109, Fax: 305-461-3029	0	no
Youth Coop. 3525 NW. 7 <sup>th</sup> St. Miami, FL. 33125 Tel: (305) 643-6730 X 326, Fax: (305) 631-1578	0	no

<u>Source</u>	<u># referred</u>	<u>Requested Notification</u>
South Fl. Workforce Career Source South Florida 8485 SW 40th Street Miami, FL 33155 Tel: 786-264-4768, Fax: (305) 228-2321	0	no
Adult Mankind Organization (South Fl. Workforce) 1619 SW. 107 <sup>th</sup> Ave. Miami, FL. 33165 Tel: (305) 551-0090 x202, Fax: (305) 551-9098	0	no
Career Source South Fl, Little Havana Cter 5040 NW 7th St, Ste 200 Miami, FL 33126 Tel: 305-460-5640/5641, Fax: 305-643-7240	0	no
South Florida Institute of Technology 1275 W 47th Pl Ste 201 Hialeah, Fl 33012 Ph: 305-820-8993 ext 25, Fax: (305) 820-8755	0	no
Miami Media School 7955 NW 12th Street, Suite 119 Doral, FL 33126 Phone: 305.676.6494	3	no
Industry Referral	3	no

**5.2.-) On Air Personality (2 positions)**

Referral Source: Industry Referral (2)

<u>Source</u>	<u># referred</u>	<u>Requested Notification</u>
New Professions Technical Institute 4000 W. Flagler St. Miami, FL. 33134 Tel: (305) 461-2223/ X 109, Fax: 305-461-3029	0	no
Youth Coop. 3525 NW. 7 <sup>th</sup> St. Miami, FL. 33125 Tel: (305) 643-6730 X 326, Fax: (305) 631-1578	0	no

<u>Source</u>	<u># referred</u>	<u>Requested Notification</u>
South Fl. Workforce Career Source South Florida 8485 SW 40th Street Miami, FL 33155 Tel: 786-264-4768, Fax: (305) 228-2321	0	no
Adult Mankind Organization (South Fl. Workforce) 1619 SW. 107 <sup>th</sup> Ave. Miami, FL. 33165 Tel: (305) 551-0090 x202, Fax: (305) 551-9098	0	no
Career Source South Fl, Little Havana Cter 5040 NW 7th St, Ste 200 Miami, FL 33126 Tel: 305-460-5640/5641, Fax: 305-643-7240	0	no
South Florida Institute of Technology 1275 W 47th Pl Ste 201 Hialeah, Fl 33012 Ph: 305-820-8993 ext 25, Fax: (305) 820-8755	0	no
Miami Media School 7955 NW 12th Street, Suite 119 Doral, FL 33126 Phone: 305.676.6494	1	no
Industry Referral	2	no

**5.3-) Receptionist (2 positions) Referral Source of Hire: Industry Referral (2)**

<u>Source</u>	<u># referred</u>	<u>Requested Notification</u>
New Professions Technical Institute 4000 W. Flagler St. Miami, FL. 33134 Tel: (305) 461-2223/ X 109, Fax: 305-461-3029	0	no
Youth Coop. 3525 NW. 7 <sup>th</sup> St. Miami, FL. 33125 Tel: (305) 643-6730 X 326, Fax: (305) 631-1578	1	no

<u>Source</u>	<u># referred</u>	<u>Requested Notification</u>
South Fl. Workforce Career Source South Florida 8485 SW 40th Street Miami, FL 33155 Tel: 786-264-4768, Fax: (305) 228-2321	0	no
Adult Mankind Organization (South Fl. Workforce) 1619 SW. 107 <sup>th</sup> Ave. Miami, FL. 33165 Tel: (305) 551-0090 x202, Fax: (305) 551-9098	0	no
Career Source South Fl, Little Havana Cter 5040 NW 7th St, Ste 200 Miami, FL 33126 Tel: 305-460-5640/5641, Fax: 305-643-7240	1	no
South Florida Institute of Technology 1275 W 47th Pl Ste 201 Hialeah, Fl 33012 Ph: 305-820-8993 ext 25, Fax: (305) 820-8755	0	no
Miami Media School 7955 NW 12th Street, Suite 119 Doral, FL 33126 Phone: 305.676.6494	0	no
Industry Referral	3	no

**6) Total # of Interviewees Referred:** For the period from 9/22/21 to 9/21/22 this Employment Unit interviewed 14 interviewees for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**INITIATIVE: TRAINING PROGRAMS.** The employment unit has an ongoing training program designed to elevate the skills of the station personnel, and to implement their skills for an easy and fast way to solve problems and keep in good order the programming and equipment. During this reporting period, the employment unit trained one On Air person to become Board Operator and 3 employees from the main office were trained on the Splashtop platform, in order to be able work remotely and access all the information required to do accounting and sales with a better time frame, giving agencies and clients a better service. The Accounting department held three seminars; all of them updated the Corporate Office about new accounts and due dates for Agencies to process payments. These seminars also refreshed and clarified the Political Broadcasting Rules. The employment unit also held a seminar about Covid 19 and the challenges faced during the new normal, where guests are returning to be present at the station studios.

**INITIATIVE: PROVISION OF TRAINING TO MANAGEMENT LEVEL PERSONNEL AS TO METHODS OF ENSURING EQUAL EMPLOYMENT OPPORTUNITIES AND PREVENTING DISCRIMINATION.** This program is on-going, and an updating seminar on these subjects was held on May 9, 2022 by the employment unit's vice president. This seminar was attended by the management personnel, who are the same persons with authority to hire. The purpose of the seminar was to review the methods of ensuring equal employment opportunities and preventing discrimination. These persons are the President, Vice-President, Program and Technical Director, and Assistant Vice-President.

**INITIATIVE: PARTICIPATION IN JOB FAIRS.** Participated in four (4) job fairs in this reporting period; 10/15/2021, 01/13/22, 02/10/2022 and 04/28/2022. The employment unit's Vice President attended these events where the employment unit was able interact with job seekers and explain the kinds of positions available at the stations and solicit resumes and applications.

- 10/15/2021, West Dade Center, Miami
- 01/13/22, Career Source South Florida, Miami
- 02/10/2022, Brave Church, Miami
- 04/28/2022, West Dade Center, Miami

**INITIATIVE: PARTICIPATION IN EVENTS SPONSORED BY COMMUNITY ORGANIZATIONS.** From March 2022 to July 2022, the President and/or Vice-President of the employment unit participated in monthly networking events hosted by the South Florida Hispanic Chamber of Commerce of Miami and Westchester Chamber of Commerce. At these events, the employment unit representatives frequently discussed and explained issues relating to broadcasting and broadcast employment.

**INITIATIVE: OTHER EEO RECRUITMENT EFFORTS.** The employment unit's Vice President is in constant contact with Career Source South Florida, Miami Media School, Youth Coop. and New Professions Technical Institute, agencies of the State of Florida, whereby Career Source emails us their recruitment events and we record PSAs spots advertising the recruitment events, such as, for example Ross, Amazon, One Blood, Cano Health, Pollo Tropical, Marshalls, Burlington and Home Depot.